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Caravan

Maguire sets RJR's sales course

Editor's note: Recently, Caravan *interviewed James V. Maguire, senior vice president of sales at R.J. Reynolds Tobacco Co., to gain insight into the vital role of RJR's sales force in the success of our company. Maguire provides an overview of the sales organization, its goals, challenges and accomplishments.*

Jim Maguire, senior vice president of sales for R.J. Reynolds Tobacco Co., believes that the people in RJR's field-sales force are an outstanding asset — the strength of his department. To maximize the effectiveness of his staff and the sales of RJR brands, Maguire stresses a concept he calls the "3Ps" — presence, promotion and product availability.

What is the primary accountability of the RJR sales force?

The primary accountability of the RJR sales force is to sell and leverage Reynolds Tobacco brands at retail. How do we do it? By selling and managing what we call the "3Ps" — presence, promotion and product availability.

Presence describes the location and position of our displays and our point-of-sale advertising in stores. Our brand presence allows us to communicate information about our brands' positioning in the store directly with adult smokers right before they decide what brand to purchase.

Promotion encompasses both pricing and premium items that we use to promote our brands in order to support our current smokers and to gain trial from competitive smokers.

Product availability means having adequate inventory of the right brand styles in the stores based upon consumer demand.

Bottom line, it is the responsibility of the sales organization to maximize our presence, promotion execution, and product availability of our brands. Think about it this way — a sales rep tries to view the store through the eyes of adult smokers. In other words, when standing at a retail counter, the sales rep must ask: "What's the best display and advertising position for our brands and where are our brands most visible to the consumer?" What we're really trying to do at retail is communicate and reinforce the positioning of our brands to adult smokers.

In addition to the 3Ps, the RJR sales force serves as category advisor/ business educator to retail and wholesale customers.

What is a cigarette-category advisor/business educator?

At RJR, we think it's important to help the retailer make decisions about the entire cigarette category. A cigarette-category advisor brings unbiased, solid business recommendations on how a retailer can maximize sales and profits in the overall cigarette ▶▶▶

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

> *"Our greatest strength and point of difference versus our competitors' is our people. We are respected and have built strong credibility as the category advisor over the years."*

(continued from page 1)
category with their store or chain. This provides us with the opportunity to promote our brands in the process.

To give the best advice, our field-sales force uses sales-shipment information compiled in Winston-Salem that is provided electronically to each sales person by way of their laptop computers. Armed with an understanding of the account's objectives and business plan, the most current sales trends, analytical/profitability tools, a knowledge of the marketplace and competitive programs, an RJR sales rep can build a business plan with the retailer, which accomplishes our objectives and maximizes the sales and profit of the category for the retailer or wholesaler.

What do you consider our strengths in sales?

Our greatest strength and point of difference versus our competitors' is our people. We are respected and have built strong credibility as the category advisor over the years. In addition, we have developed trade programs — both wholesale and retail — that are totally integrated with our corporate objectives and that work to maximize our customers' sales and profits. This helps make money for our customers, as well as maximize the sales and profits of RJR brands.

What are the different types of retail outlets where RJR sells cigarettes?

The major classes of retail stores where cigarettes are sold are convenience and gas stores, tobacco/news stands, supermarkets and grocery stores. Today, a new type of retail store called a cigarette/tobacco store is emerging. Cigarette/tobacco stores primarily sell tobacco products and cigarettes.

How is the RJR sales force structured to maximize efforts on the 3Ps?

Basically, what we have done in the organization is create a ***selling unit*** and an ***implementation unit*** that function as a team to focus on the 3Ps.

The ***selling unit*** consists of sales people who call on independent retail accounts or a retail – chain corporate headquarters, with the purpose of selling our programs.

After a program is sold, the ***implementation unit*** handles the execution of the program in both chain and independent retail stores.

How is the sales department organized?

We've divided the country into sales areas. The areas are broken down into regions. A region is a geographical unit that has unique business differences. Based on sales in a specific region, we create tactical plans to support our business objectives. At a region office, we have a Region Business Manager (RBM) who provides financial analysis, business analysis and planning support throughout the region. The Region Operations Unit (ROU), which is the administrative and logistical hub supporting that geographical unit, is also located at the region office.

The ROU provides all of the logistical support for ordering materials and making arrangements that ensure the materials are delivered at the right time. The information and materials provided by the ROU help our reps make efficient sales calls. The ROU also processes all the administrative documents including expense, labor and time reports.

The regions are further divided into smaller business units called divisions. These divisions consist of both the selling and the implementation units for that geographical unit. In addition, in each region we have sales managers responsible for the key retail-chain headquarters and major distributors.

Does an RJR rep deliver our cigarettes to retail stores?

No. Many people think sales reps drive up to a store with a truck, open the back and unload cigarettes, but they don't. Distributors or wholesalers are the primary source of product, supplying the day-to-day needs of a retail store.

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

Our corporate priority is to become a stronger No. 2 in the industry. How is the sales force helping the company meet that objective?

This year, the primary focus of sales has been to support Camel and Doral through the execution of the 3Ps — to accelerate their growth trends and to make sure they are "big brands" at retail. Camel and Doral are our two offensive brands. They have strong equity and positioning, and they're growing. The focus on Winston is changing. We will be shifting from defense to offense with an aggressive repositioning of the brand. On Salem, we're trying to maintain our business by discounting to match our competitors' pricing efforts. In addition, we are trying to manage our private-label business.

Our private-label business falls under Forsyth Products. We are working to leverage our private-label brands at retail to provide a stronger approach in support of our full-price and branded-savings business. As an example, when we make a presentation at retail, we present full-price, branded savings and Forsyth private-label brands — all of the programs bundled together. So, when we come to retail with a Forsyth Product brand, we're able to strengthen the position of Camel and Doral displays by leveraging our ability to provide a private-label brand as part of a comprehensive package.

What will be the RJR sales force's role in the repositioning of Winston?

Our sales force was totally involved in the "No Bull" repositioning of Winston in the Florida test market. We were asked for our input from the very beginning of the test market. By working together with the Winston brand team, the test market in Florida showed great results. We're 150 percent behind the Winston No Bull positioning. During the national roll-out, it is our responsibility to create a strong presence for Winston at retail, sell and execute the promotions in order to gain consumer trial, and to make sure we have the right brand styles available — especially box styles.

However, while we're paying close attention to the Winston repositioning, our sales force has a unique challenge; we must balance our in-store efforts on Winston with a sustained effort on Camel and Doral.

What do you think is ahead for the sales force in the next five years?

While no one has a crystal ball and no one knows exactly what lies ahead, one thing we can count on is change. From my perspective, change represents a huge business opportunity. Change is a fact of life in business that people may either capitalize on, or ignore and get passed by.

When I look at the retail and wholesale environment — our customer base — there are major changes taking place now. By that, I mean consolidation. The number of wholesalers and distributors are decreasing. Retailers are merging and buying up each other, chains are becoming more powerful, and there are fewer independent store owners. In addition, even the locations where cigarettes are sold are changing.

Over the years, one of the strongest classes of trade for the cigarette category has been supermarkets. Currently, supermarkets are declining in terms of the amount of cigarettes they sell. Supermarkets used to be the number-one trade segment in the '80s. Today, the number-one segment, in terms of where cigarettes are sold, is convenience stores and gas stations. Also, cigarette/tobacco stores are growing by leaps and bounds. In 1990, they were nonexistent.

How we think through and figure out new ways to capitalize on change, build brands with strong equity and maintain our strong position at retail will be absolutely critical. All of that ties back to the 3Ps — our presence at retail, successful execution of RJR's promotions, and having the right products available. At RJR, we're going to continue fine-tuning our strategies and tactics to build the strongest No. 2 tobacco company in the industry. ■

To bring news about the sales-force activities to all RJR employees, Sales Merchandiser, *a sales-force publication, is being incorporated into* Caravan *this month and will appear periodically throughout the year.*

"How we think through and figure out new ways to capitalize on change, build brands with strong equity and maintain our strong position at retail will be absolutely critical."

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

Diversity Council sharpens focus

Passion for diversity. Commitment to goals. Desire to serve. These qualities are among the criteria for membership in the R.J. Reynolds Tobacco's Workplace Diversity Advisory Council.

According to Council Member Cynthia Curtis of packaging, the council has recently been restructured and the membership reduced to improve the effectiveness of the group. The council has been reduced to eight members from 15. Also, the council invited Vice President Tommy Hickman of operations and Director Karl Yena of human resources to serve as advisors to the group.

"The restructuring will enable the council to sharpen its focus in helping to address diversity goals and issues within the company," Curtis says. "Working with a smaller group will make it easier for us to reach consensus on recommendations more quickly and effectively. We've set goals, determined the issues we want to address and are in the process of developing action plans to present to executive management."

Goals of the new council include:

- Recommending ways to increase the representation of minorities/females in management jobs;
- Helping to integrate diversity into RJR's business agenda;
- Enhancing diversity-related communications;
- Helping to develop and promote continued diversity training/education of employees.

The RJR Workplace Diversity Advisory Council was recently restructured and membership reduced to help improve the effectiveness and focus of the group. In addition, two employees were asked to join the council in an advisory capacity. The eight members and two advisors who compose the new council are (front row, from left) Advisor Karl Yena, human resources; Barbara Goho, external relations; Advisor Tommy Hickman, operations; Jo Peay, research and development; Cynthia Curtis, RJR Packaging; (back row, from left) Alberta Cuthrell, operations; Dianne Neal, finance; Floyd Cook, sales; Carol Novosad, human resources; and David Kracht, environmental affairs.

"Integrating diversity into RJR's business agenda and effectively communicating the importance of diversity to employees is more important than ever at RJR," says Diversity Council Co-Chair Alberta Cuthrell of Tobaccoville. "With all of the external issues and the changes we'll soon be facing as a company, RJR employees need to pull together and work as a family. Appreciating, understanding and accepting each other's differences and what those differences bring to the table will help us meet the new challenges we're going to face in the future at RJR. Being a part of the Diversity Council is a chance for me to help ensure that every individual at RJR has the opportunity to reach their full potential and succeed," says Cuthrell.

The Diversity Council also plans to work with and seek input from the diversity councils at manufacturing, packaging and R&D, and Network 2000, an organization composed of, but not limited to African-American employees of RJR. The council also hopes to promote more interaction among these groups.

"It is good to get ideas and input from employees across the company," says Curtis. "Departments don't necessarily face identical diversity issues, but by working together and communicating with each other, we can learn and help each serve our roles at RJR more effectively."

Diversity Council Co-Chair Dianne Neal of finance agrees with Curtis. "By embracing and recognizing our differences, RJR can come together as a team. Part of valuing diversity is respecting someone else's ideas enough to listen. When we open ourselves up to new perspectives, we move RJR closer to becoming a strong Number 2." ■

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

What's your diversity IQ?

Editor's note: The following is a diversity IQ quiz from the Results through Diversity 2 training program facilitated by human resources' organization development and training department. Take this quiz to measure your diversity awareness.

1. **The percentage of the 31 million African-American consumers who feel that most commercials and print ads are designed for only white people.**
   A. 20% C. 50%
   B. 30% D. 60%

2. **When women in the workplace communicate with a man, most prefer to stand:**
   A. Closer to the man than he would prefer to stand from her.
   B. Further from the man than he would prefer to stand from her.
   C. The same difference from the man that he would prefer to stand from her.

3. **A large majority of the African-American community has been shown to prefer the term:**
   A. Black
   B. African-American
   C. Negro
   D. Person of color

4. **The percentage of women among Americans with assets of $500,000 or more is approximately:**
   A. 10% C. 40%
   B. 25% D. 65%

5. **By the year 2000, the U.S. Census Bureau estimates that the largest minority group in the United States will be:**
   A. African-Americans
   B. Hispanic-Americans
   C. Asian-Americans
   D. White Anglo-Americans

6. **Currently, minorities make-up the largest percentage of the population in 10 states.**
   A. True B. False

7. **Between the years 1996-2003, women and minorities will constitute 85% of people entering the U.S. Workforce.**
   A. True B. False

8. **During 1995, women-owned businesses provided more jobs for the U.S. than did the entire *Fortune* 1000 largest firms.**
   A. True B. False

9. **One of every four businesses is owned by a woman.**
   A. True B. False

ANSWERS:
1. D, 2. B, 3. A, 4. C, 5. B, 6. A, 7. A,
8. A, 9. A

Focus groups rate progress on diversity

The RJR Workplace Diversity Advisory Council recently conducted focus groups to assess employees' attitudes and opinions on RJR's diversity culture. In all, 29 sessions were conducted, with 404 employees from all areas of the company. Following is a summary of the information gathered from those sessions:

- **74% agree that RJR has experienced a positive change in creating an environment where employees are valued, respected and trusted.**
  However, focus-group participants indicated that the progress was not uniform across the company — including upper management levels — and needs continued work.
- **80% agree that company training** is having a beneficial impact on how people interact.
  However, participants said the benefits of training erode over time, and refresher training is needed for continued improvement.
- **80%** rate diversity-related attitudes, behavior and environment from average to excellent.
  Participants said the "buddy system" still exists in many areas of RJR and needs to be eliminated.
- **78% agree that their work-group management works effectively with people of difference.**
  Participants noted that while there has been improvement over recent years, management needs more interaction with employees, better recognition of good performers rather than "favorites," and continued improvement.
- **90% agree that valuing** diversity helps **RJR's bottom line.**
  Participants agreed that people who feel respected and valued work better together, put out superior products and work harder for the company.
- **74%** agree that RJR is doing as well as most other regional employers.
  However, participants said that RJR still has a lot of work to do, in addition to training.

During the focus-group sessions, employees were asked to suggest two actions or programs they felt would promote diversity progress within RJR. Suggestions included:

- Provide additional follow-up training on diversity and more skills-related training.
- Continue or expand initiatives related to diversity.
- Continue to highlight diversity accomplishments and cultural events on Target Vision.
- Highlight positive examples of effective diversity practices.
- Implement a mentoring program at RJR.
- Implement a 360-degree evaluation system — employees evaluate their managers.

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

Every Tuesday evening, The Oaks at Forsyth, a nursing home in Forsyth County, goes to the dogs — and cats. Literally. Volunteers from the Humane Society's Critter Cuddlin' Program bring their pets to visit residents at The Oaks.

Jim Witherington of RJR Packaging, his wife, Carol, and four of their six house cats have been volunteers in the program for the past four years. The Witheringtons are regulars — bringing one of their cats to make the rounds in The Oaks, coaxing smiles from staff and residents alike. Jim and Carol bring one cat at a time carried in a basket — "whichever cat they can catch from underneath the furniture." Recently, they brought T.J., a female, golden-tiger cat. Jim and Carol let T.J. out of her basket for the residents to lavish attention on her.

Animal volunteers range from a fluffy white, eight-pound Maltese dog named Kyra, to a 100-pound English sheep dog named Clyde who lopes from bedside to bedside. A golden-coat dog named Lady also tags along.

All the volunteers — animals included — share a gentle, giving spirit.

"This program is based on friendship," Witherington says. "Our cats have helped us make new friends here at The Oaks. The pets are a good way to share some time with others who really look forward to seeing the friendly faces of both pets and people."

The Critter Cuddlin' program volunteers visit nine long-term-care facilities in Forsyth County. Volunteers are always needed — especially during day-shift hours. To volunteer your pet for visiting duty, call the Humane Society at 721-1303. ■

Volunteers for the Critter Cuddlin' program of the Forsyth Humane Society bring their pets to area nursing homes every week. (Top photo) Jim Witherington, RJR Packaging, and his wife, Carol, visit Mamie Mahaffey with their cat T.J. (Bottom photo) Meredith Birkmayr, (right) volunteer director of the program, brings her dog Kyra to see Gertrude Haney.

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

'What you're looking for'

New ads position Camel for continued growth

July 10 marked the launch of R.J. Reynolds Tobacco Co.'s new Camel campaign — "What you're looking for." And according to Fran Creighton, vice president of marketing for Camel, the new campaign will allow the brand to maintain its growth momentum. The new campaign replaces Joe Camel advertising used to market the Camel cigarette brand since 1988. Joe Camel point-of-sale advertising at retail will also be phased out.

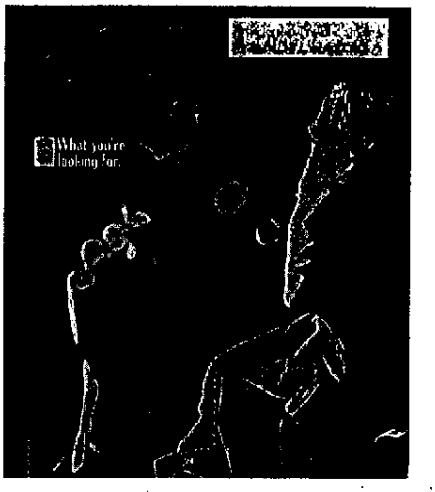
The print ads feature the classic image of a camel positioned in the smoke of a Camel cigarette, in the flame of a lighter or the watermark from a lifted glass. Developed by New York ad agency Mezzina Brown, the ads include the tagline "What you're looking for" alongside a photo of the Camel pack. Out-of-home advertisements picture the brand's trademark camel amid vibrant yellow and green rings, yellow sound waves, or black, white and red horizontal lines. Billboard placements began July 10, while print advertisements will appear in August and September publications.

Also effective in August, the Camel pack will have new C-notes that feature the classic look of Camel's trademark packaging. C-notes that feature Joe Camel will continue to be valid for the Camel Cash catalog.

"This new campaign allows RJR to maintain Camel's momentum and at the same time gives adult smokers an array of interesting ways to consider the brand's message," says Creighton. "Like other consumer-product advertisers, we embrace the theory that variety is the spice of life." Development of the campaign began in early 1996, and some of the ads began running in selected test markets in March 1997.

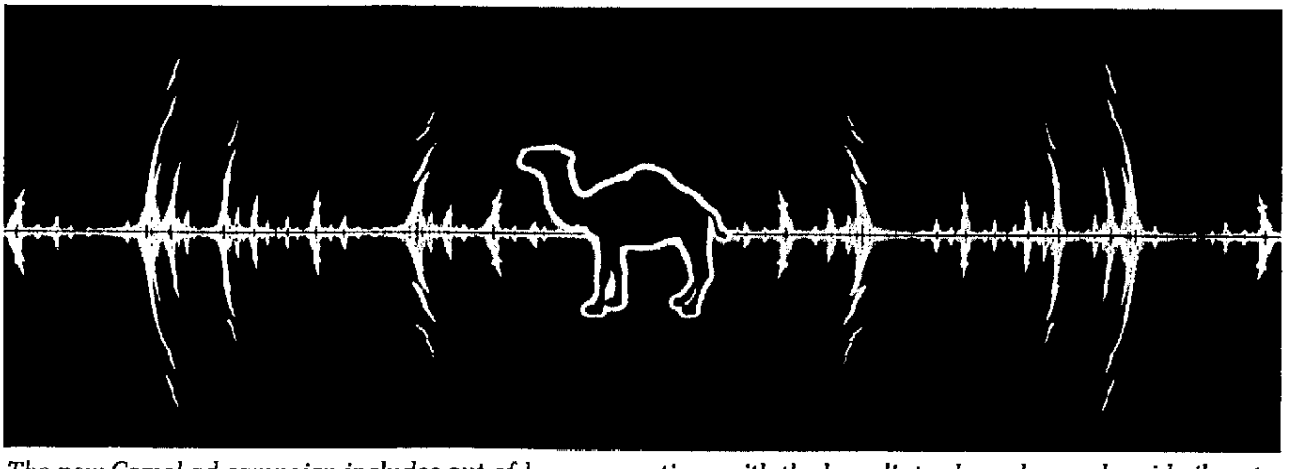
"We are taking this new campaign nationally because of the positive responses we have heard from adult smokers," Creighton says. "They've told us that the ads are creative, fun and on target with their lifestyles."

Lynn Beasley, senior vice president – brands, feels the "What you're looking for" campaign is a positive move for the Camel brand. "This is a good time for Camel to move on," says Beasley. "But, let me be very clear on one issue: despite our decision to no longer use Joe Camel in our ads, we are not conceding in any way to our critics' contentions that the campaign was targeted to youth, or caused youth to begin smoking who would have not done so otherwise. We will pursue our lawsuit against the Federal Trade Commission, which voted to issue a complaint against the campaign. We believe their complaint is baseless.



Camel's new campaign, "What you're looking for," features RJR's trademark camel positioned in the smoke of a cigarette, in the flame of a lighter or the watermark of a lifted glass. The Camel business unit believes the new campaign, launched nationally in July, will allow the brand to maintain its growth momentum.

"I am excited about our new campaign and the future of the Camel brand," Beasley adds. "I hope that every RJR employee will join in the brand team's efforts to maintain Camel's growth momentum and make the 'What you're looking for' campaign a success." ■



The new Camel ad campaign includes out-of-home executions with the brand's trademark camel amid vibrant colors and designs. Adult smokers have responded positively to the campaign, calling the ads creative, fun and on target with their lifestyles.

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

Scholarship Winners

RJR awards 30 scholarships

Since 1957, when RJ Reynolds Tobacco became a charter member of the National Merit Scholarship Program, the company has awarded four-year college scholarships to more than 870 high school seniors. This year, 30 children of current and former RJR employees join this 40-year tradition of education and excellence.

Through the RJR Nabisco Scholarship Program, students receive $1,000 to $3,500 annually based on student need. Scholarships are awarded according to academic record, college admission test scores, extracurricular accomplishments and a written statement of goals.

The following students are four-year scholarship winners for 1997:

Cynthia R. Ashcraft
Daughter of Charles Ashcraft
Senior Staff R&D Packaging Engineer
RJR Packaging

Erika L. Blanchi
Daughter of Ronald Blanchi
Council Litigation Support
Law – Compliss

Ellen E. Burger
Daughter of Gary Burger
Senior Vice President – R&D
Research and Development

Daniel W. Cole
Son of Ronald Cole
Manager – Public Issues

Michael P. DeHaan
Son of Paul DeHaan
Senior Project Manager
Contract Management

Mahish S. Desai
Son of Rob Desai
Manager – Federal Tax Compliance
Tax

Melanie J. Edens
Daughter of Jane Edens
General Plant Attendant
Tobaccoville Final Blended Strips/Casing and Drying

Amy E. Edwards
Daughter of Bonnie Edwards
Senior Administrative Assistant – Packaging
RJR Packaging

Jennifer G. Edwards
Daughter of Michael Edwards
Senior R&D Chemist
Avoca Plant

Laura A. Estep
Daughter of Michael Estep
Maintenance Technician – Aviation
Winston-Salem Airport Aviation

Jeffrey D. Foreman
Son of Donald Foreman
Director – Federal Government Affairs
Federal Government Affairs, Washington D.C.

Deborah L. Fry
Daughter of Bradley Fry
Maintenance Technician II – Electrical
Tobaccoville Making and Packing Electrical Maintenance

Leslie S. Hedgecock
Daughter of Jenny Hedgecock
Retired RJR Employee

Tyson J. Herberger
Son of John Herberger
RJ Reynolds International Inc.

Andrea D. Hobson
Daughter of Leroy Hobson
Distribution Manager
Distribution and Logistics

Jeffrey M. Hull
Son of Mickey Hull
Emergency Services Coordinator
Emergency Services

Anne M. Italiano
Daughter of Matthew Italiano
Area Sales Representative – Baltimore, Md.

Stephanie Ballicott
Daughter of Stephen Ballicott
R&D Technologist
Avoca Plant

Heath W. Jones
Son of Steve Jones
Tax Analyst III
Payroll Operations

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

Four students receive Vocational/Technical Scholarship

Vocational/Technical Scholarships have been awarded to four children of RJR employees. The program provides a two-year scholarship for students who have chosen to pursue vocational or technical training after high school.

The amount of the scholarship, administered by an external committee of vocational and technical educators, varies with the financial need of the recipient and the cost of the course of study. Recipients are selected according to academic achievement, extracurricular activities, school recommendations, work experience and a written statement of career goals.

The following students are recipients of Vocational/Technical Scholarships for 1997.

Sheri N. Lawson
Daughter of Jerry Lawson
R&D Facilities Coordinator
R&D Planning/Administration

Rachale C. Miller
Daughter of Laura Owen
Maintenance Technician II – Electrical
Tobaccoville Making and Packing Electrical Maintenance

Amanda E. Minter
Daughter of William Minter
CSP Operator – Packaging
No. 604 Cylinder Engraving

Amanda G. Motsinger
Daughter of Jonah Motsinger Jr.
4-Hi Mill Operator – Packaging
No. 200-16 Foil Production

Stacey M. Phillips
Daughter of Doris Phillips
Senior Financial Specialist
Operations Finance

Diana J. Radtke
Daughter of Ronald Radtke
Vice President – Finance/CFO East and Central Europe/Turkey
RJ Reynolds International Inc.

Gina M. Reynolds
Daughter of Thomas Reynolds
Changeover Coordinator
Tobaccoville Making and Packing

Stephanie L. Roberson
Daughter of Steven Roberson
Senior Programmer/Analyst
Operations/Manufacturing Support Systems

Sabra H. Smith
Daughter of Billy Smith
Packing Machine Operator – GDX-1
Tobaccoville Making and Packing

Kristi D. Sowers
Daughter of Alan Sowers
Mechanical Specialist – Processing
No. 603 Processing

Kathryn D. Watson
Daughter of James Watson
Retired RJR Employee

Misty Dezern
Daughter of Dale Dezern
IVO Receiving/LTL Attendant
CDC Operations Support

April Hunt
Daughter of Robert Hunt
Mechanical Specialist – GDX-1
Tobaccoville Making and Packing

Michelle King
Daughter of James King
Production Services Attendant
Tobaccoville Material Control/Export

Kristen Ratledge
Daughter of Dottie Ratledge
Senior Administrative Assistant
Records Management

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

SM
Sales Merchandiser

Every eligible employee in the company should be thoroughly familiar with the benefit plans offered by RJR. A better understanding of options available leads to better decision-making and ultimately a more secure future for employees and their families.

Susan Newsome, Capital Investment Plan (CIP) administrator, has been traveling to various sales regions to answer questions concerning the CIP, a program designed to help employees accumulate savings to supplement their retirement income.

PARTN

INVESTING IN

In December 1996, the benefits department of R.J. Reynolds Tobacco Co. began the first of a series of presentations aimed at informing field-sales employees about company benefits. According to Ann Johnston, director of compensation, benefits, and human-resources information systems for RJR, the presentations offer the department the opportunity to reach employees who are otherwise difficult to contact.

"The field-sales employees are spread throughout the country," Johnston says. "Telephones and voice-mail, not face-to-face interaction, are typically the only ways to communicate with these employees. Also, when it comes to their benefits package, field-sales employees are in a unique situation. They are away from the home office, dealing with HMO's (Health Management Organization) rather than with Winston-Salem Health Care Plan," Johnston explains. "As a result, many of their questions unfortunately go unanswered."

To promote better communication, the benefits department arranged a question-and-answer session for field-sales employees. The first session was held for sales employees in the Florida region — nearly 125 people. According to Dawn Harris, manager of group insurance plans for RJR, the session was well received. "I think a lot of employees walked away with much needed information about their benefits package. We answered questions from early in the afternoon until 11 o'clock that night. The next day, people were still asking questions."

John Rutledge, division sales manager – Tampa, Fla., agrees that the presentation was a success. "The question-and-answer session was informative and positive — especially for the retail reps. They deal with people in the home office, but seldom get a chance to shake their hand. The presentation established a level of comfort by giving sales employees the chance to meet some of the voices on the other end of the phone."

With the success of the first presentation, the benefits department began arrangements to start meeting with other sales regions. Recently, presentations were held in conjunction with meetings on the Winston "No Bull" campaign launch. According to Stan Driskell, regional sales manager – Dallas, the benefits sessions offered employees the opportunity to address key points and concerns. "The presentations gave focus to the benefits package, and questions important to the sales force were answered. After all, who better to explain the benefits package than the people working with it every day." The department hopes to reach more sales areas before the end of the year.

In addition to the information sessions, the benefits department is also developing a brochure and personal-computer module that

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

RJR's Dawn Harris, (left) manager of group insurance plans, and Ann Johnston, director of compensation, benefits and human resources information systems, are working to answer benefits questions for field-sales employees through a series of presentations. The presentations offer the benefits department the opportunity to reach sales employees from across the country who are otherwise difficult to contact.

RJR NABISCO EMPLOYEE BENEFITS

ERSHIP

YOUR FUTURE

will give an overview of the RJR benefits packages. Currently, each new sales representative receives a computer-based training (CBT) program which includes an overview of R.J. Reynolds Tobacco's history, health-and-smoking issues, distribution procedures, and marketing and compliance practices. Benefits coordinators anticipate that the module will be incorporated into either the CBT or a power-point computer program.

"If you do not work in the benefits area every day, it is hard to keep up with benefit-plans changes," says Johnston. "By doing a better job of communicating RJR's excellent benefits programs to the sales managers, we can ensure that new employees as well as longtime staff members are better informed, more aware of the value of their benefits program and prepared to take full advantage of what the program has to offer."

Future benefits presentations will be planned in conjunction with upcoming regional meetings. ■

Answers to the most frequent benefits questions

The benefits department of R.J. Reynolds Tobacco Co. is conducting a series of presentations aimed at informing field-sales employees about their benefits packages. Following is a list of the five most frequently asked employee-benefits questions:

How much can I contribute to the Capital Investment Plan (CIP), and how often can I change the amount of my contribution?

You can contribute from 1 to 16 percent of your pay each pay period through payroll deduction. Your contributions can be pre-tax, after-tax or both. For each pre-tax $1 you contribute — up to 6 percent of pay — the company makes a 50-cents match, which means an immediate 50 percent return on your investment.

You can change the amount you contribute at anytime simply by calling the CONNECT benefits information line at 1-800-358-3505. You can also call CONNECT to enroll in CIP, get account information, change your future fund investments, reallocate existing assets among funds, apply for loans, initiate withdrawals and request a final distribution or a beneficiary change form.

There are complex federal and state tax laws concerning withdrawals and distributions under this plan. Employees should consult an accountant or other tax advisor with any questions they may have concerning how these tax laws apply to their particular situation.

Is there a way to access the money in my CIP account without making a withdrawal and incurring a tax liability?

Yes. The Capital Investment Plan contains a loan feature that allows you to borrow up to 50 percent of the value of your vested account. Following is a list of rules for loans:

- The minimum amount of a loan is $1,000.
- The loan-repayment period may last up to 60 months.
- Loan payments are made through payroll deduction.
- The interest rate is fixed for the life of the loan and is currently "prime" plus 1 percent.

(continued on page 13)

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

Sales force uses '3Ps' to boost RJR brands

"The primary accountability of the RJR sales force is to sell and leverage Reynolds Tobacco brands at retail. How do we do it? By selling and managing what we call the "3Ps" — presence, promotion and product availability."

James V. Maguire
Senior Vice President of Sales

Fargo, N.D.

When R.J. Reynolds Tobacco Area Sales Representative Brian Wood of the Fargo, N.D., division recently acquired an assignment with heavy competitive savings-brand activity, he met the challenge and found the right opportunity. Using tools provided by RJR, Wood planned the steps he needed to build Doral business. Some of the results Wood achieved include:

- Selling Doral business building kits — Doral display and point-of-sale advertising pieces — to 37 retail stores;
- Providing monthly Doral package promotions for 66 stores;
- Placing 18 permanent-floor displays in carton outlets;
- Executing RJR's pricing strategies to strengthen Doral's position against competitive-savings brands.

N. Philadelphia, Pa.

The North Philadelphia division raced into action when NASCAR's Pocono 500 roared into the area recently. The event provided an opportunity to place 38 floor displays and 135 race banners, as well as pre-book 3,730 extra cartons of product in stores surrounding the track. The following sales employees were instrumental in establishing the extra business for RJR: Sales Representatives David Podnieks and Tracy Miller; Retail Representatives Lucy Zarlter, Tish Lilly and Valarie Stover.

Miami, Fla.

R.J. Reynolds Tobacco's share-of-market has gone up at One Stop convenience stores since Miami, Fla., Sales Representative S.A. Vance sold a new merchandising contract to the chain through the store's local supervisor. One Stop was looking for ways to increase its cigarette business, and Vance responded by combining, or bundling, several RJR promotional full-price and savings programs. The contract that resulted allows RJR to place two permanent, full-price pack displays that can accommodate up to three different RJR full-price brand families, one savings pack display and brand advertising within the 11-store chain.

N. Houston, Texas

RJR Sales Representative Sam Glenney and Retail Representative Wynette Scott of the North Houston division joined forces to ensure RJR brand presence during the National Hot Rod Association (NHRA) Winston Drag Racing event in Baytown, Texas. Together they successfully blanketed 50 stores with Winston items such as the brand's two-pack/mug promotion, special point-of-sale pieces, banners and pennant ropes. The day before the race, Winston race banners were also placed on all roads leading to the NHRA track.

Kansas City, Mo.

Expertise and persistence enabled RJR Area Sales Representative Pam Rowe of the Kansas City Division and Key Account Manager Eric Maki of the Kansas City Chain Division to terminate a Philip Morris (PM) Exclusive Contract with Red X Liquor and Grocery store. Selling more than 17,000 cartons per week, Red X had been a PM Exclusive Account for more than two years. RJR now has merchandising, promotional and advertising presence in this high-volume retail outlet.

Central L.A., Calif.

Pink Dot, the grocery store on wheels, and RJR Account Manager Shane Martin of the central Los Angeles chain division have formed an effective partnership to grow RJR's share-of-market and Pink Dot's cigarette category. The store uses an order-delivery concept, rather than walk-in shopping. Customers place orders by calling Pink Dot's 1-800-number or by using Pink Dot's homepage.

The store has begun funding special offers such as buy-one-get-one-free coupons and no delivery charge when adult smokers purchase a carton of Camels. After three months, Pink Dot's volume on the Camel brand family has increased more than 150 percent and has risen nearly five share points.

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

Philadelphia, Pa.

The Philadelphia region conducted a special Camel program to improve distribution and display presence in lower-volume stores which sell less than 75 cartons per week. The results were impressive. The RJR sales team visited 1,966 lower-volume outlets not typically contacted by RJR sales representatives — selling Camel box distribution and displays to 40 percent of those contacted. In addition, 622 lower-volume outlets were identified as ongoing opportunity calls for RJR's Deeper Promotion Coverage (DPC) program. The DPC program involves distributors who ship specialized RJR promotions to lower-volume outlets.

Fresno, Calif.

Persistence and professionalism paid off when Senior Sales Representative Greg Schweitzer of the Fresno, Calif., division sold Tooley Oil on the RJR Retail Partners Marketing Plan. The chain which was on a Philip Morris (PM) Exclusive Merchandising and Presence Agreement, consists of nine convenience and gas locations within the rapidly growing counties of Sacramento, Placer and El Dorado. After nearly one year of negotiations, Tooley Oil agreed to break the contract with PM. RJR now maintains two full-price displays, one Doral display, one permanent promotional platform and advertising presence within all nine stores.

Benefits Q&As

(continued from page 11)

- Loan repayments, including interest, are made directly to your CIP account and are invested in the same funds as your most recent investment elections.
- Only one outstanding loan is permitted at a time.
- Loans may be prepaid in full without penalty at any time, but no partial pre-payments are accepted.
- There is no tax liability on a loan as long as you pay it back by the end of the term.

As an RJR employee, what are the tax liabilities or penalties associated with withdrawals from the CIP?

If you make a withdrawal from CIP, while actively employed by RJR, the amount you withdraw is subject to income tax on amounts from your pre-tax contributions, company matching contributions and all earnings. You do not pay tax on withdrawal amounts derived from after-tax contributions. If you make a withdrawal before you reach age 59½, an additional 10 percent federal income tax will be imposed on the taxable portion of the withdrawal. However, the additional 10 percent tax will not apply if the withdrawal is made:

- For retirement or termination of employment on or after age 55;
- After you reach age 59½;
- By your survivors or estate in the event of your death;
- As a result of total and permanent disability;
- Pursuant to a qualified, domestic relations order for the division of 401 K plan due to divorce;
- For termination/withdrawal before age 59½ if the taxable amount is rolled over into an IRA or other tax-qualified plan.

How often can I make changes in the elections I have made for health-insurance coverage?

The medical and dental plans, along with the spending accounts that are funded with pre-tax contributions, operate on an annual enrollment basis. Therefore, when you enroll in the fall for the following calendar year, the benefit choices you make will stay in effect for the full calendar year, unless you have a change in your personal situation. If you do, and wish to revise your existing elections, you must submit a new enrollment form within 31 days of the event causing change in your personal situation. Further information concerning this step is outlined in the Employee Benefits Plan Book.

Does my life insurance beneficiary have to be my spouse?

No. You may choose anyone to be the beneficiary of your Non-Contributory Life Insurance Plan, Optional Group Life Plan, Accidental Death Dismemberment (AD&D) Plan or Business Travel Accident Plan. Your beneficiary designation under the Non-Contributory Life Insurance Plan is applicable to the other plans named above unless you have filed appropriate forms naming a different beneficiary for each of the other plans. Beneficiary designation works differently for the Retirement Plan and CIP. If you are married, the law requires that your spouse be the beneficiary of the Retirement Plan; however, under CIP, your spouse may consent in writing to a different beneficiary arrangement.

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Source: https://www.industrydocuments.ucsf.edu/docs/gzfy0000

Employee Awards

Employees recognized

Andrew Schindler, president and chief executive officer of R.J. Reynolds Tobacco Co., recently hosted a luncheon to honor five employees as recipients of Employee Recognition Awards — Golden Eagle Individual Outstanding Performance Awards and Golden Eagle Team Outstanding Performance Awards. Golden Eagle Individual and Team Awards honor performance that sets new standards of excellence for the company. Specifically, this award recognizes outstanding efforts to eliminate red-tape, cut cost and enhance RJR's efficiency. Following is a list of the award winners.

Individual Awards

Golden Eagle Outstanding Performance

Joseph B. Combs
Tobaccoville making and packing electrical maintenance

For organizing and backing up machine software for all Protos 2 and Rod Transport System machines.

Jeffrey W. Shoaf
Promotion operations – Cold Storage

For development, installation and implementation of an electric-manifesting system at promotion operations. The system saves RJR postal dollars while minimizing product-inventory discrepancies.

Team Awards

Golden Eagle Outstanding Performance

Patricia O. DeLuca
Product development and assessment

Richard S. Krell
Research and Development Avoca Plant

George L. Lamb
Environmental affairs/support services

For evaluation and implementation of an optional-landfill program at RJR's Avoca Farm. The program saves RJR $200,000 annually.

Joseph B. Combs

Jeffrey W. Shoaf

Patricia O. DeLuca

Richard S. Krell

George L. Lamb

TAC goes to state capital

Recently, employees of R.J. Reynolds Tobacco Co. visited the capital city of Raleigh, N.C., for a political-education session. The day trip, which was arranged by the Tobacco Action Coalition (TAC), included attending legislative hearings, observing the House and Senate in session, lunch with various legislators and a tour of the state capitol. This TAC program, which began three years ago, is preceded by a seminar that explains the roles of state and federal legislative government. In September, the group will travel to Washington, D.C., to observe the federal government at work.

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

Employee honored for distinguished service

Vivian Turner, manager of community affairs for R.J. Reynolds Tobacco Co., was recently awarded the Seedco Distinguished Service Award for her outstanding service and commitment to community revitalization in Seedco's Historically Black Colleges and Universities (HBCU)/ Community Development Partnership Program.

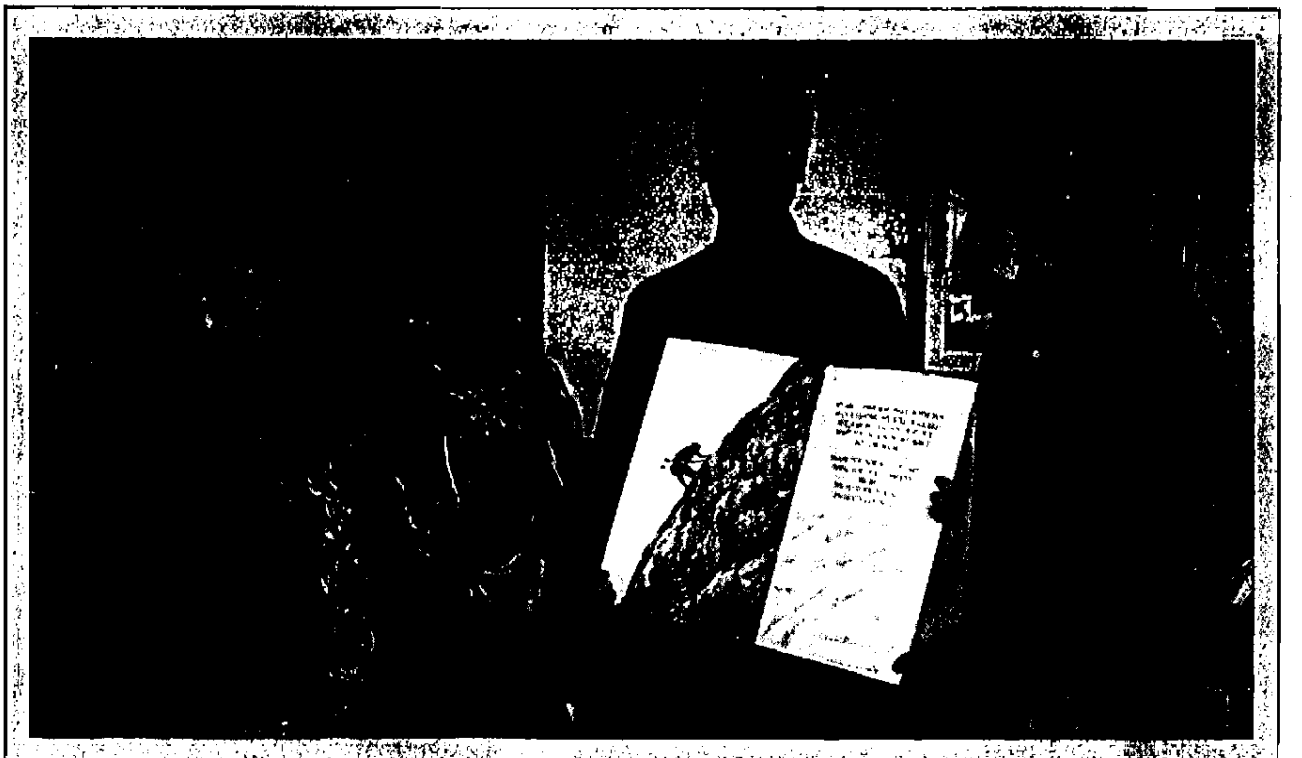
Seedco, a non-profit organization located in New York City, provides financial and technical assistance to community-based organizations and local anchor institutions working in partnership to revitalize low-asset communities. Working with Seedco, Turner played a key role — on behalf of RJR — in implementing a partnership between Winston-Salem State University (WSSU) and the East Winston Community Development Corporation (EWCDC). As a result of this union, and a $120,000 loan from Seedco, the 36 East Multi-Family Housing complex in Winston-Salem was renovated.

Other projects of the partnership include student internships in community development, a lease-purchase program for first-time homeowners and a Revolving Loan Fund.

"We have been honored to work with Vivian to achieve the goals of the WSSU and EWCDC partnership program," says Thomas Seesel, president of Seedco. "Her vision and support have been an inspiration to everyone at Seedco, and we believe that RJR will become an exemplary model in corporate America's support for the HBCU initiatives."

Turner explains her motivation to serve. "From a corporate perspective, RJR has a responsibility to support the community that has supported the company for so many years. From a personal perspective, service is my payment for the gift of life. I feel that I need to give something in return for that gift." ■

Vivian Turner of RJR and Melvin Miller of Jackson State University in Mississippi were recently honored with the Seedco Service Award for outstanding community involvement.



Manufacturing Diversity Council thanks CEO

***Members of the Manufacturing Diversity Council** presented RJR President and Chief Executive Officer Andy Schindler with a card of appreciation "for his leadership of the company." Employees (from left) Carol Stafford of Plant No. 603, Alice Harris of Unit 4 – Whitaker Park, and Maurice Melton Jr. of DIET – Tobaccoville gave Schindler the tribute. The card, with a mountain climbing theme, said: "Andy, for every climb ... there will be obstacles. We are confident that with you as our leader, we will succeed. But, just in case you slip, we want you to know we have you on belay. Thank you for providing effective leadership for our company."*

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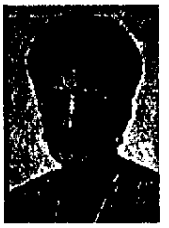
Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

L. Newsom - 35

K. Dillon - 30

R. Merricks - 30



K. Oakley - 30

J. Parsons - 30

D. Phillips - 30

SERVICE AWARDS

35 YEARS - JUNE

Jerry C. Mock
No. 603 G-7 production

Larry D. Newsom
Central shop

30 YEARS - JUNE

Charlie Alston
Whitaker Park primary

Reginald B. Belton
Whitaker Park making and packing

R.M. Conwell
Sales

Karen B. Dillon
Operations finance

R.J. Dodds
Sales

Robert R. Gordon Jr.
Human resources

William F. Gwyn
Tobaccoville making and packing

Carson G. Hatcher
CO2 production

Dennis S. Hauser
Packaging general manager

Michael E. Jones
Brands R&D

Philip G. Kinken Jr.
No. 604 manufacturing director

M.M. Krivoshey
Sales

Ronald N. Lawson
Tobaccoville making and packing

Terry H. Long
Cigarette manufacturing

Robert A. Merricks
R&D process technology and development

Katrina T. Oakley
Payroll operations

James A. Parsons
Tobaccoville kitchen

Doris P. Phillips
Operations finance

James W. Sands
Brook Cove factory maintenance

Glenn W. Spaugh
Whitaker Park making and packing

C.W. Taylor
Sales

Franklin A. Thacker Jr.
Product development and assessment

Gary L. Venable
Whitaker Park making and packing general

25 YEARS - JUNE

Vicki L. Boles
Distribution and logistics

Michael J. Cassidy
Information resources

Donna D. Daniels
RCFCU administration

J.S. Farmer III
Savings brand management

J.M. Lanterna
Sales

Kay C. Moore
No. 200 material flow packaging

William Smith Jr.
No. 200 presses and cutters

Thomas W. Talbert Jr.
Process engineering

G.A. Young
Sales

20 YEARS - JUNE

Sherry W. Antone
RCFCU administration

Dennis D. Ball
Auto-truck administration

Eugene A. Bowman
Tobaccoville making and packing

Michael A. Brown
No. 604 presses

Ronald J. Cox
R&D planning/administration

Lynn G. Crews
Packaging employee relations

Gwyna P. Davis
Whitaker Park making and packing

Emily C. Etzel
Market research

Kenny W. Fulp
Kernersville Storage

Steve Gava
Forklift maintenance – internal

Jane N. Hampton
Security

Jeanne A. Hayes
Packaging production planning

Toussaint L. Holland Jr.
Financial support and planning systems

Ronald G. Howell
Trucking general

Clark M. King
Trucking general

Jeffrey S. Kiser
Central shop

Joe V. Long
Facilities operations and technical services

Jacalyn W. McCloud
Leaf administration

J.T. Odom III
Sales

Dennis L. Potter
Brands R&D

Patrick L. Roach
Operations finance

Richard M. Sanders
Sales

Ford M. Shore
R&D process technology and development

Doris F. Simmons
Product development and assessment

Terry G. Stewart
Information technology project management

David K. Tate
Law

W.W. Vigars
Sales

S.F. Wagner
Sales

Lorrie L. Wonfor
Sales

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15 YEARS - JUNE

Steve E. Badgett
No. 200 roll grinding

Belinda S. Bates
Leaf administration

Ricky D. Bowen
Utility services

Regina N. Bowles
Manufacturing quality control general

Mark T. Brannock
International support – information resources

Sandra P. Bray
Technical services

Harold T. Bryant
Technical services

Connie G. Cherry
Human resources

Billy R. Cotner
Emergency services

Stephen C. Curl
Manufacturing engineering director general

James R. Dellinger
No. 603 G-7 production

Sheryl B. Eaton
Law – Compliss

Don W. Edwards
Product evaluation

Robert J. Faircloth
Whitaker Park making and packing general

Harold R. Fletcher Jr.
R&D planning/administration

Joe E. Fogleman
Process engineering

Bernard T. Foy
Environmental management

David A. Garner
Manufacturing equipment engineering

David I. Gramley
Distribution-continuous replenishment

Craig T. Hill
Finance and accounting

Timothy L. Hill
Emergency services

Wanda R. Hunter
Business information center

Joyce P. Jones
Manufacturing personnel general

Kenneth F. King
Tobaccoville making and packing

Kathey S. Lanning
No. 604 quality assurance

Judy A. Larrimore
Tobaccoville process services

Robert T. Lazenby
No. 603 G-7 production

Shelvy L. Lewis
Whitaker Park tours

Patrick M. Lippiello
Product evaluation

John G. Lyon
Emergency services

James R. McKnight Jr.
Tobaccoville making and packing electrical maintenance

Randall L. Medlin
Engineering – packaging

James W. Nelson
Design

Ruth M. Nuhn
Tobacco packaging development

Laura L. Philpot
Manufacturing process control general

George E. Pilcher
Tobaccoville making and packing electrical maintenance

Mark A. Ray
Plant services casting and sheet

Keith H. Russell
Tobaccoville primary electronics and instruments

Jeffrey W. Taylor
Technical services

Richard P. Turman
Sales

Karen J. Williams
Savings brand management

Elaine B. Young
Tobaccoville receiving and blending

10 YEARS - JUNE

Lourdes C. Berube
Law

Joy A. Bodnar
Product development and assessment

Amy R. Brown
Market research

William S. Caldwell
Product evaluation

Claudine K. Femiani
Sales

Pamela A. Finkleman
Sales

Angela B. Gocke
Purchasing

Andrea P. Holland
Brands R&D

Joseph P. Keeney
Product development and assessment

Donald E. Marsh
Manufacturing equipment engineering

David D. McCurdy
Sales

Francis R. Oakley
Central shop

Michael D. Shenberg
Sales

Chi-Kuen Shu
Brands R&D

John F. Terbeek
Winston-Salem airport aviation

John H. Thomas Jr.
Sales

5 YEARS - JUNE

Michael M. Benge
Sales

Martha R. Brady
Brand management

Carissa M. Cole
Sales

Jean C. Davis
Financial planning and accounting

Jody K. Finks
Sales ▶▶▶

F. Thacker Jr. - 30

V. Boles - 25

W. Smith Jr. - 25

T. Talbert Jr. - 25

M. Brown - 20

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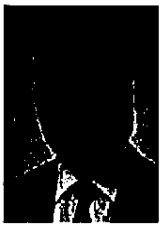

T. Holland Jr. - 20

R. Howell - 20

P. Roach - 20

D. Simmons - 20

D. Tate - 20

(continued from page 17)

Jesus C. Gonzalez
Sales

William B. Hamilton Jr.
Sales

Karen T. Loughran
Sales

Shane T. Martin
Sales

Scott D. Payne
Sales

Bryan C. Pierce
Sports Marketing Enterprises general

Steven A. Quiggle
Operations finance

Donald E. Schmidt
Business strategy and planning

PROMOTIONS AND APPOINTMENTS

BUSINESS STRATEGY AND PLANNING

Sharon C. Hawkins
to senior information manager

HUMAN RESOURCES

Susan M. McDuffie
to senior human resources administrator

INFORMATION RESOURCES

Mary S. Wilson
to systems technical specialist III

MAKING AND PACKING ENGINEERING

Robert E. Bostic
to senior machine shop specialist

Joseph F. Cox Jr.
to senior machine shop specialist

Larry E. Cromer
to senior machine shop specialist

Curtis O. Delph
to supply worker helper

Billy J. Simmons Sr.
to machine shop specialist

MANUFACTURING MAKING AND PACKING

Deborah P. Bowman
to packing machine operator – GDX-2

Stanley P. Merritt
to making machine operator – Protos

OPERATIONS FINANCE

Barbara M. Hart
to senior financial analyst

Deanna D. Hill
to financial analyst – intermediate

Glenna H. Hillman
to financial analyst

Charles H. Hunsucker
to lead financial analyst

OPERATIONS TECHNICAL TRAINING

Lynda H. Bennett
to operator training specialist – packing

RCFCU

Amanda J. Hoppers
to loan officer – RCFCU

RESEARCH AND DEVELOPMENT

Lisa E. Brown
to senior staff R&D technologist

Carolyn R. Carpenter
to senior staff R&D technologist

Melvin W. Cummings
to R&D associate

William C. Luffman
to senior staff R&D technologist

Joe A. Oakley Jr.
to R&D mechanical specialist

William K. Shreve
to toxicologist III

RJR PACKAGING

William C. Andrew
to technologist I – packaging

Wayne G. Cable
to slitter helper – packaging

Douglas W. Craver
to assistant rotogravure press operator

Willie L. Fenner
to slitter helper – packaging

Timothy R. Jones
to 4-Hi Mill operator – packaging

John R. Krogh
to assistant 4-Hi Mill operator

SALES

Gregory S. Crooks
to retail manager – field sales – Kansas City, Kansas

R.E. Dobrowolski
to region operations manager – Pittsburgh, Pa., region operations

Alphonso G. Hoskins
to retail manager – field sales – Asheville, N.C., division

Richard A. Mittica
to division sales manager – Canton, Ohio

Jacqueline E. Pike
to division sales manager – Milwaukee, Wisc.

Emmanuel L. Tolentino
to retail manager – field sales – Indianapolis, Ind.

Jeffrey S. Ward
to account manager – field sales – Knoxville, Tenn., chain

SAVINGS BRANDS

Russell S. Reams
to assistant marketing manager

Eugene S. Rhodes Jr.
to marketing director

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TRADE MARKETING

Julie H. Knabb
to assistant manager – trade marketing

TRUCK OPERATIONS

Gerry D. Livengood
to truck driver – tractor trailer

IN MEMORIAM

Neil R. Flinchum
44, an IVO/CRT operator at Tobaccoville receiving and blending, died May 26. A resident of Danbury, N.C., he had 24 years of service with the company.

Billie J. Reynolds
49, a region systems coordinator II in the South Florida region operations, died May 14. A resident of Coral Springs, Fla., she had eight years of service with the company.

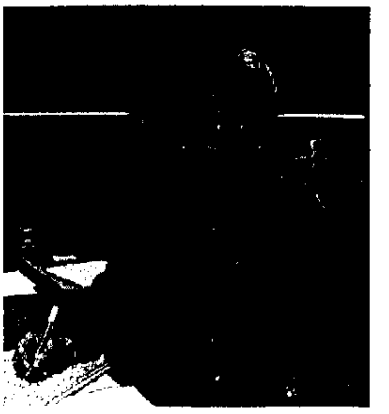
SPECIAL SUGGESTION AWARDS

MAY – 1997

Jackie S. Miller
Stephen M. Newsom
Boyd G. Smith
Donald L. Tilley
PRO (production recovery operations), received a joint award of $4,530 for recommending the installation of a catch pan on the total-pack opening-incline feeder belt to reclaim tobacco, reducing waste.

Charles Nevels
No. 200 packaging, received an award of $1,040 for recommending fabrication of bearing sleeves at a local shop, reducing the cost of the bearings.

Jo Peay leads professional group



Jo Peay, executive assistant in RJR's R&D department, was recently re-elected as president of the North Carolina Division of Professional Secretaries International (PSI), the Association for Office Professionals.

"My motto for the North Carolina division is 'professionalism strengthens individuals,'" Peay says. "I feel that I've grown in my association with PSI, and I hope to provide that same chance to others."

Peay points out that the days when managers considered fast typing the benchmark of a good secretary are gone. "Roles are rapidly expanding for office administrative personnel. Support personnel now handle budgets, project coordination and often represent the company at community events," says Peay.

"I know that's been true in my own career," she adds, "and other support professionals I've talked to agree." ■

RJR employees help feed children

Joe Inman, vice president of manufacturing and RJR's 1997 United Way Campaign chairman, helps a small child with his lunch during the United Way's Operation Lunchbox program. Operation Lunchbox is a program coordinated annually by the United Way to provide lunches for children in various schools throughout the area. Employees make arrangements for the meals, provide entertainment and give the children lots of personal attention. "This is a wonderful way to learn firsthand the needs of people right here at home. If we work together, we can make our community a better place to live for all of us," Inman says. RJR employees fed more than 700 children in three days.

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Source: https://www.industrydocuments.ucsf.edu/docs/szfy0000

RJR supports Project Safe Place

R.J. Reynolds Tobacco Co. recently funded Project Safe Place, sponsored by Host Homes, a United Way agency in Forsyth County. Project Safe Place is a program that provides young people, ages 10-17, with a place to go when they need help fast.

Funded by RJR's $34,000 grant, Project Safe Place's mission is to provide a network of community assistance for children and young people who are runaways, homeless or in crisis. The program is under the auspices of Catholic Social Services, an affiliate of Host Homes of Winston-Salem, a private, non-profit agency that assists families in Forsyth County.

"We are elated to be able to bring this important project to Winston-Salem," says Mable Stevenson, executive director of Host Homes. "Being able to reach children when they need help can be done most effectively when the community comes together. Every child in our community is valuable."

In Winston-Salem, 63 businesses have volunteered as Safe Place sites throughout the community. Employees of the businesses will receive training and will post a bright yellow-and-black Safe Place logo in a prominent location at their place of business. Children in the community who need help will know that they can receive assistance wherever they see the sign. Once the child is in a Safe Place shelter, businesses contact the Safe Place hotline and a trained volunteer is dispatched to provide the necessary assistance for the child.

Vivian Turner, RJR community relations manager, says the project has valuable community merit. "Project Safe Place allows everyone in the community to play an important role in the life of children in need of emergency care." ■

Matthew Fagan, (left) son of RJR marketing employee Mike Fagan, and Mayor Martha Wood help kick off the Safe Place program in Winston-Salem. Safe Place involves 63 local businesses that have volunteered to provide a temporary haven for children to go in times of emergency. Fagan, a fifth grader at the Downtown School, was accompanying Mayor Wood as part of his school's project on occupations.

Caravan

Volume 31, Number 7, August 1997

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